



Daytrip achieves 47% ROAS uplift streamlining bid management using MTP



Travel platform providing door-to-door car transfers
EMEA - Czech Republic • daytrip.com

Agency Name: Ecommvert



The Challenge

Daytrip is a global travel platform founded in 2015 that provides private, door-to-door car transfers with professional drivers, designed as a comfortable alternative to public transport between cities. Daytrip aimed to increase overall campaign productivity, improve return on investment, and simplify day-to-day campaign management, while handling multiple campaigns across different platforms and ad types with varied performance goals.

The Approach

To address these challenges, Daytrip adopted an Enterprise Bidding approach using Search Ads 360 Multi-Target Portfolios (MTP). Rather than managing bids in silos, the account structure was optimized by setting up portfolios tailored to specific subgroups with distinct targets. This enabled Daytrip to merge cross-campaign types and cross-publisher campaigns into a unified bidding strategy, improving bidding efficiency across the board.

Partnering with eCommvert: The agency facilitated the integration of Daytrip's MTP into Search Ads 360 to centralize cross-channel conversion insights. This alignment ensures Search Ads 360's automated bidding strategies optimize against full-funnel performance data.

The Results

Daytrip's year-over-year growth was the result of a holistic approach, driven by internal ad strategy optimizations and favorable external factors. By unifying our bidding approach cross-platform, MTP improved overall bidding efficiency and significantly streamlined campaign management. This cross-platform consolidation reduced bid management costs and with the wider strategic efforts, drove a over 118% conversions, a 33% reduction in cost per action (CPA) , and over 47% in return on ad spend (ROAS), proving the power of portfolio consolidation and enterprise bidding.

“By consolidating cross-campaign and cross-publisher efforts into subgroups with tailored targets [through Multi-Target Portfolios (MTP)], we significantly simplified our campaign management.”

Marek Lacina, Head of Performance, Daytrip

118% **33%** **47%**

Conversion
increase

CPA decrease

ROAS increase

Primary Marketing Objective

- Generate Leads

Featured Product Area

- Search Ads 360 Bidding

eCommvert. Search Ads 360